![Boost eLearning - Google Search Training for Business Research]

Learn, Think, then Find™
15 questions to ask before searching

1. Do I want to ensure specific terms appear next to each other?

a. a company or person's name?

b. specific terms within a longer phrase?

Use Phrase Search- Lesson 1

2. Do I want to conduct multiple searches at once in order to:

a. Compare two products from one set of results?

b. Search for an item and I might not know which search term would work best?

Use OR Search- Lesson 2

3. Do I want to take the clutter out of my search results?

a. Eliminate results that are advertisements or irrelevant information?

Use Not Search- Lesson 3

4. Does format matter?

a. Do I want to limit by results to results that are well thought out content rich documents such as: PDF Files, Power Points, or Excel Spreadsheets?

Use Filetype-Lesson 4

5. Does the source of the information matter such as:

a. Major universities or well respected companies?

b. Only from government or agencies nonprofit agencies?

c. Only from social media websites?

Use Site Search- Lesson 5

6. Do I want my results filtered by time?

a. Do I want the most recent results first?

b. Do I only want last week, last month, or last year?

c. Do I want to view a time graph?

Use Date Range- Lesson 6

7. Am I focused on research of a company, product, or service and do I want:

a. Reviews? Forums? Videos?

b. Recommendations from Google for other sites to search?

Use the Keyword Location-Lesson 7

Or Show Options Feature- Skills Application Lesson

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8. Does the country of origin or language matter?

a. Do I want all my results to originate from a specific country?

b. Do I want my results to be a specific language other than English?

Use Region Search- Lesson 8

9. Do I want my results sorted by numerical range such as:

a. Limit results only between certain dollar ranges or product numbers?

Use Number Range- Lesson 9

10. Do I want to combine multiple search techniques so I can:

a. Get few (under 20) yet highly relevant results?

b. Ensure my results are timely, from a quality source, and information packed?

Use the Advanced Search Page- Lesson 10

11. Is there a term I need to know and I want:

a. Multiple definitions from the web?

b. Broader definition than just one dictionary source?

Use Define- Lesson 11

12. Do I need to find an image to:

a. Find what a person looks like before the meeting or view what a specific product looks like?

Use Image Search- Lesson 12

13. Do I want an in depth understand of the entity I am searching:

a. Who are their competitors?

b. Who does their website link to?

c. What websites contain the name of the company you are searching?

Use Info- Lesson 13

14. Do I want Google to help me:

a. Find a synonym for a word or uncover related terms so I can gain a broad overview of a topic?

Use Synonym Finder- Lesson 14

15. Do I want to have Google fill in the blank?

a. Is there a specific fact I need to know?

b. Do I want to hear what people are saying about a specific product?

Use Wildcard- Lesson